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COKER'S SEED CATALOG

SPRING

1935

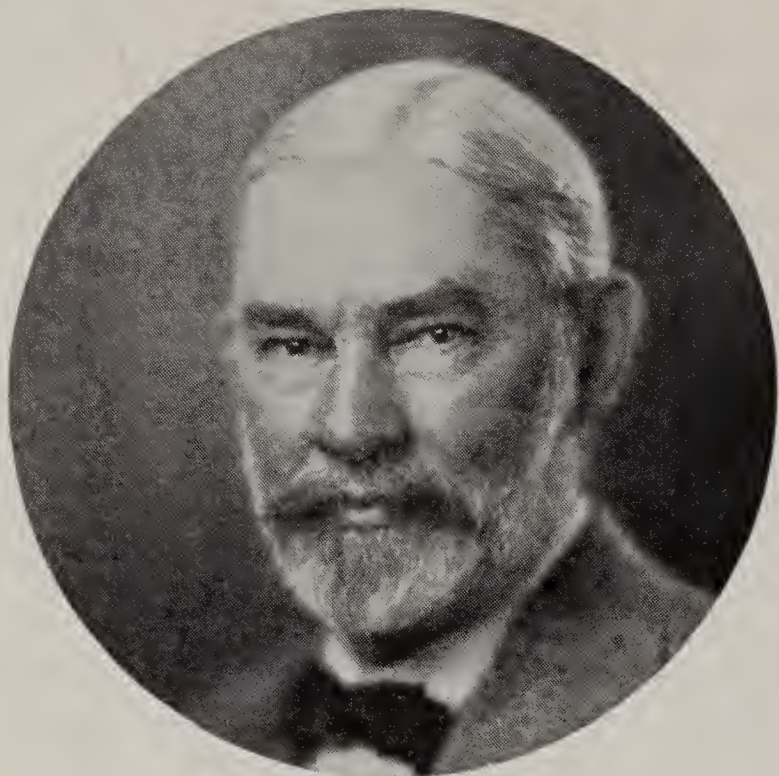
**COKER'S
PEDIGREED
SEED**
BLOOD
WILL TELL

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★ FEB 19 1935 ★



COKER'S PEDIGREED SEED COMPANY

DAVID R. COKER, President
HARTSVILLE, SOUTH CAROLINA



DAVID R. COKER
Founder and President
Coker's Pedigreed Seed Co.

BRIGHTER DAYS ARE HERE

IN OUR last year's catalogue, I said that better days were ahead for the farm if we would support the President's program, learn from our past mistakes and improve our present opportunities. I congratulate our customers and the Southern farmers generally on carrying this program through to partial success.

Most of our customers are producing better yields and longer cotton than ever before. This shows up clearly in the government's statistics for the Carolinas and Georgia, where the bulk of our seed is distributed.

Don't lose sight of the fact that you must utilize our most recent pedigreed strains, as they come out from year to year if you would continue to improve yields and profits.

CONTENTS

Protection Plan	3
New Strains of Farm Relief	4 and 5
Coker-Cleewilt Strain 4	6
Coker-Wilds Semi-Wilt	7
Coker-Wilds Strain 6	8
Coker-Wilds Strains 3, 4 and 5	9
Views of our Plant and Breeding Farms	10 and 11
Lightning Express Strain 8	12
Effect of Growing Conditions	12
New Varieties for 1935-36	13
Securing a Good Stand	14
New Types of Cotton Wilts	15
Recent Accomplishments	16
Our Visitors	17
Seed Corn Varieties	18
Sweet Potatoes	19
Asparagus Seed	19
Seed Cleaners	19

David R. Coker

Quality cotton on the Hartsville Market.



OUR PROTECTION PLAN

Many of our customers who buy our new strains and varieties of seed regularly, have established quite a reputation for the sale of reliable "first-year" seed. We have always encouraged them to do this, for it helps to distribute pure-bred, productive seeds more rapidly, and it enables our customers to realize a profit, thus encouraging them to continue to purchase our new and improved strains.

In the fall of 1933 we worked out a system to afford some protection from the unfair competition of careless and unscrupulous seedsmen and growers—those offering as recently from us, seed so many years removed from our breeding farms that they have lost their identity and value.

FOR YOUR PROTECTION

1. We will furnish each purchaser of a reasonable quantity of our NEW strains and NEW varieties of cottonseed, oats, wheat and soybeans, a certificate of purchase (see below).
2. At the end of the selling season, we will send to each customer who purchases seed of our new strains and varieties, a com-

plete list of all purchasers in his county of the particular strain or variety that he bought. This list will give names and addresses of county purchasers in alphabetical order and show quantity of seed which each has bought. Copy of list will also be furnished County Agent of said county.

3. We will not be disposed to place our newest and best seed with parties who will not recognize the importance of keeping them pure and handling them properly.

It is, of course, impractical to go back and furnish certificates on strains and varieties which we have offered during previous years, for, those seed have already been redistributed and are no longer under our exclusive control.

The new strains and varieties of cotton described in this catalog are Farm Relief Strain 3 on page 4, Coker-Cleweilt Strain 4 on page 6, Coker-Wilds Semi-Wilt on page 7, and Coker-Wilds No. 6 on page 8. A certificate of purchase will be furnished every customer who buys 100 lbs. or more of seed of these new cottons and list of purchasers for his county of the variety that he buys will be furnished next summer.

Certificate of Purchase

No. 000

This Certifies that **JOHN DOE, Smithville, S. C.**
HAS PURCHASED FROM US

1 Ton Coker-Wilds (New Strain)
1/4 Ton Farm Relief (New Strain)

This certificate is awarded under our "Protection Plan" to purchasers of new Strains and Varieties of COKER'S PEDIGREED SEED. It is for the protection of the buyer against improper competition in the sale of the seed that he raises from this purchase, and guarantees the date of purchase, amount and variety of seed that he bought.

HARTSVILLE, S. C.

COKER'S PEDIGREED SEED CO.

SIGNED *David R. Coker*

DATE March 1, 19__



Two bales per acre cotton.



Our Head Plant Breeder shows our Sales Manager HOW GOOD FARM RELIEF REALLY IS!

FARM

DESCRIPTION OF

It's been over 14 years now since the original cross of Cleveland Big Boll and Lightning-Express (the parents of Farm Relief Cotton) was made. Thousands and thousands of individual plants have been selected, tested, discarded—seed from hundreds of acres of breeding fields have been thrown out and a great deal of money has been spent, so that you might have the best—and nothing but the best.

Farm Relief No. 1 was offered in 1931 (ten years after we started breeding this variety). Its names and fame have swept the Eastern Cotton Belt and hundreds of thousands of extra "cotton dollars" have been placed in the pockets of its growers—for it has consistently produced high yields of high quality cotton in spite of boll weevil and bad weather.

FARM RELIEF No. 3 (Sold Out)

Earlier in the season we had a few hundred bags of Farm Relief Strain 3—the thinnest foliated, highest turnout, most remarkable $1\frac{1}{16}$ " cotton we had run across in all our 32 years' breeding experience. But now all these seed have been gobbled up.

FARM RELIEF STRAIN 2

We are most fortunate, however, in having a good supply of Farm Relief Strain 2 seed. Those few customers who were lucky enough to get some from our small supply last year are delighted with it.



Better than Bale Per Acre Cotton—planted late.

RELIEF

NEW STRAINS



Most of your Farm Relief 2 seed comes from this field—807 acres, 860 bales.

ONE BUSHEL SEED—3 BALES COTTON

One man in north Georgia wrote us: "The bushel of Farm Relief 2 seed you sold me made three bales," and another of our good customers said: "You can't sell me any Farm Relief 3—I don't want anything better than my No. 2."

Here's how Farm Relief 2 stacks up with its record-making parent:

The following is an average of three tests: 1932 Variety Test, 1933 General Test, 1933 Farm Relief Variety Test:

	<i>Pounds Seed Cotton Per Acre</i>	<i>Lint Per Cent</i>	<i>Pounds Lint</i>	<i>Money Value</i>
Farm Relief No. 1.....	2,044.2	38.19	781.25	\$83.12
Farm Relief No. 2.....	2,177.2	38.44	839.81	89.91

It possesses all desirable characters of the original (Strain 1) Farm Relief PLUS added vigor, extra production and greater uniformity.

It has THIN FOLIAGE, it is EXTREMELY EARLY, it turns out 38 to 41% LINT, it staples FULL $1\frac{1}{16}$ " (under good conditions), it grows a BIG BOLL, it produces EXCELLENT CHARACTERED COTTON and it yields WITH THE BEST; besides, it puts on more fruit in the early part of the season than any other variety we know. If you plant early IT WILL MAKE A FAIR CROP IN SPITE OF ALL THE WEEVIL CAN DO.

A summary of the above means that—if you are not satisfied with the cotton you are growing, switch to FARM RELIEF for heavy yields of better cotton of the length that the mills want. (Farm Relief is not a wilt resistant cotton).

PRICES: (See Price List Enclosed.)

COKER-CLEVEWILT Strain 4

Productive $1\frac{1}{16}$ " Cleveland Cotton for Wilt or Non-Wilt Lands



More resistant than Dixie Triumph—more productive than Coker "5."

Cotton wilt is like the measles—there are several different kinds and you may be immune to "red measles" but become mighty sick with the "German" variety. Ordinary wilt resistant cottons react in the same way. They may be resistant to the common (fusarium) wilt or blight but will be mighty sickly and diseased when planted on lands infested with one of the new types of wilt which we have discovered. (See article, pp. 15.)

The only way that we knew to breed a cotton that would stand these new wilts was to plant our wilt tests on soils infested with the new wilts. CleweWilt Strain 4 stood up and produced while many Dixie Triumphs (a variety highly resistant to ordinary wilt) and

even some of our own CleweWilts, suffered badly and produced much less cotton.

BEST CLEVELAND

CleweWilt Strain 4 not only leads in wilt resistance, yield and money value on wilt soil but is an excellent cotton to plant on any soil. In 1933 it led Cleveland 5 Strain 5, 884 Strain 4 and Farm Relief Strain 1 in our main variety test on non-wilt soil. If you want a Cleveland cotton, plant CleweWilt Strain 4. It will make more cotton and more net dollars per acre than any Cleveland cotton, according to our records—it led all Cleveland cottons in the 1934 Pee Dee Experiment Station test.

DESCRIPTION

STAPLE— $1\frac{1}{16}$ ".

LINT—37-39%.

PLANT—Vigorous, erect, open.

SEASON—Medium. Same as Cleveland 5 strain 5.

PRODUCTION—Best of Clevelands.

STORM RESISTANCE—Good.

BOLLS—Medium. 68-72 to pound.

PICKING QUALITY—Good.

WILT RESISTANCE—Best.

PRICES: (See Price List Enclosed.)



Picture at Extreme Left—

The only plant that could stand the wilt—saved for future breeding.

CleweWilt 4 (at right) standing up and producing on new-type Sumter wilt—making 60% more than other good wilt varieties (shown at left).

COKER-WILDS *Semi-Wilt*



A PRODUCTIVE, NEW, $1\frac{7}{32}$ " STAPLE COTTON FOR WILT LANDS

Wilds Semi-Wilt has been bred for those growers of long staple cotton, who, by reason of the wide spread of fusarium wilt, have been forced to quit growing long cotton and go to the shorter lengths. Long staple cotton is a specialty and when a producer has learned how to handle and market long staple he is not satisfied with the shorter kinds. Many growers have made more net dollars per acre with well bred long cotton and are sold on growing it. Wilds Semi-Wilt has been bred to fill this need.

It is not perfect; its lint per cent is lower than we would like to have it; it is not quite as productive as the Wilds; it is not quite as wilt resistant as Cleviewilt but it has a strong, uniform staple usually $1\frac{7}{32}$ " and brings a good price and **we believe it will make more net dollars per acre for staple growers with wilt land than any other long staple cotton.**

On our entire acreage planted in this new variety all on soil more or less wilt infested, we have not lost 5% from wilt. Some acres are producing a bale per acre. The first 100 bales of this cotton ginned to September 22nd is the most uniform lot of cotton we have ever ginned off our farms. Practically all was $1\frac{7}{32}$ ", some $1\frac{1}{4}$ " staple—smooth and excellent character—and several bales brought better than 20¢ per pound.

DESCRIPTION

PLANT—Tall, open, medium thin foliage, long fruiting branches.

SEASON—Five days earlier than Wilds.

BOLL—Medium large—62 to 65 per pound.

LINT LENGTH— $1\frac{7}{32}$ " to $1\frac{1}{4}$ ".

LINT CHARACTER—The best, silky, strong, uniform. Excellent drag.

LINT PER CENT— $2\frac{1}{2}$ % lower than Wilds.

WILT RESISTANCE—Semi-resistant. Makes a good crop on most wilt soils—best paying long staple for such land.

PRICES: (See Price List Enclosed.)

COKER-WILDS *Strain 6*



Mr. Coker and Mr. Wilds examining a plant of Wilds No. 6. Note staple length and type.



OUR LONGEST AND BEST WILDS

Our newest strain of our famous Wilds cotton is tall, close fruiting and very vigorous. It is particularly suited to growth on the lighter or less fertile soils which will not produce a large weed. We consider this cotton especially adapted to Piedmont type soils where the weed rarely grows taller than three feet.

Coker-Wilds Strain 6 stood near the top in seed cotton yield at the Pee Dee Experiment Station Test at Florence, S. C., producing 1,906 pounds seed cotton per acre—better than a bale of premium, quality cotton.

Wilds Strain 6 is highly drought resistant and its extra vigor enables it to hold up well under adverse conditions.

Under the conditions we recommended we consider it the best strain of Wilds we have produced. Its length is equal to or slightly longer than Wilds 5.

DESCRIPTION

PLANT—Vigorous, strong grower, close fruiting.

SEASON—Medium early.

BOLL—58 to 60 to pound.

LINT LENGTH— $1\frac{1}{4}$ " to $1\frac{3}{8}$ " under good conditions.

LINT PER CENT—33 to 35%.

CHARACTER—Strong, silky, uniform.

PRODUCTION—Best of all Wilds Strains on suitable soils.

PRICES: (See Price List Enclosed.)

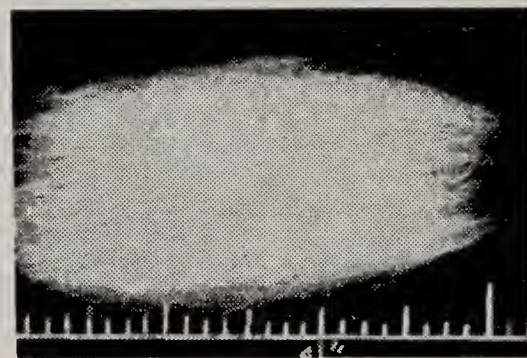
NOTE: We do not recommend the planting of this cotton on heavy or extremely fertile soils unless a very wide row and thin spacing in the drill are used.

COKER-WILDS *Strain 4*



BEST WILDS FOR HEAVY LAND

McGee, Dean & Company, the South's largest producers of long staple, high quality cotton, are much pleased with the results from their Wilds No. 4 cotton. It is well suited for their rich, fertile Mississippi Delta soil, producing a semi-dwarf, open type stalk and splendid yields of excellent character cotton. Under fair conditions of weather and soil it produces a high percentage of $1\frac{1}{4}$ " and longer cotton which has brought good premiums during the past fall and the better grades in some cases more than 20¢ per pound.



Long staple, too.

DESCRIPTION

STAPLE— $1\frac{1}{4}$ " to $1\frac{5}{16}$ " (under good conditions).

LINT PER CENT—33% to 34.5%.

PRODUCTION—As good as any of the Wilds cottons.

STALK—Semi-dwarf, spreading, open.

STORM RESISTANCE—Excellent.

LEAVES—Hairy, resistant to "hopper" damage.

PICKING QUALITY—Good.

BOLLS—Very large, 58 to 60 to pound.

SEASON—Extremely early—as early as many short cottons.

PRICES: (See Price List Enclosed.)

COKER-WILDS NO. 5

A Very Productive, Long Staple Cotton

Only this small space is devoted to Coker-Wilds No. 5 because we have such a limited quantity of seed to offer.

It picks good—gins good—spins good and produces a staple of $1\frac{1}{4}$ " to $1\frac{3}{8}$ ".

33.7% lint turn-out. Early, quick fruiting—same as Wilds No. 4. Large bolls—58 to 60 to pound. More open growing and vigorous than Wilds No. 4.

PRICES: (See Enclosed Price List.)

COKER-WILDS NO. 3

An Old Reliable Strain of Wilds

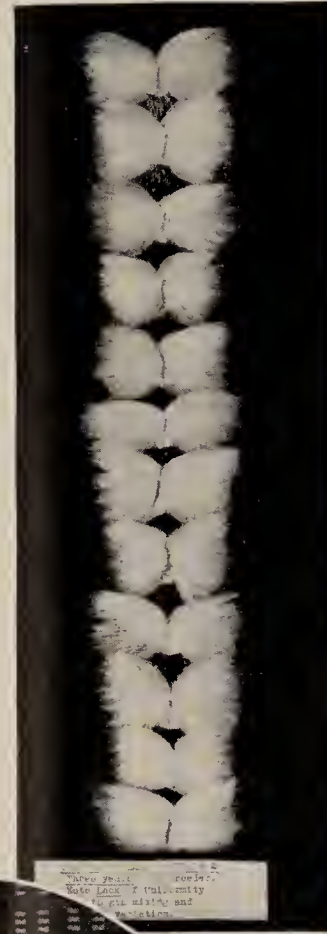
A productive, big balled, medium early strain of Wilds. Makes good weed—fine for medium to light soils; good for rich land when given distance. Makes $1\frac{1}{4}$ " and longer staple under good conditions. Seed carried over from previous season, thoroughly cured out and of high vitality.

PRICES: (See Price List Enclosed.)

VIEWS OF OUR PLANT and BREEDING FARMS



6



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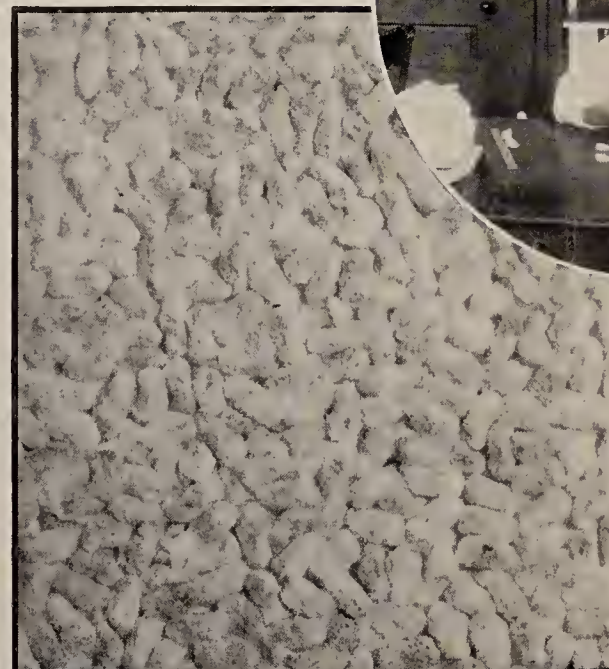
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- 1 Unbroken stand—A vital factor in profitable crops.
- 2 Section of our 3,000 individual test rows.
- 3 Air view of part of our plant and breeding farm.

- 4 An outstanding plant-to-row of Farm Relief—produced 27% more cotton than sister row on right.
- 5 Analyzing seed cotton samples.
- 6 Left. Pedigreed seed produce uniform cotton. Right. "Run-out" seed produce wasty cotton. (Combed seed cotton samples greatly reduced.)

- 7 Mid-season cotton cultivation on a Coker Farm.
- 8 Mr. Coker and Mr. Wilds in soybean test—note varietal differences and resistance to insects.
- 9 Thousands of plants selected annually for plant-to-row testing.

- 10 Section of 22-acre field of Farm Relief that produced 44 bales (averaging 500 lbs.).
- 11 Farm Manager, J. F. Clyburn, exhibits one of the class leaders of the Coker herd.
- 12 A new and better cold and smut resistant oat—Coker 33-47—to be offered this fall.



Seed of A Recently Pedigreed Strain of



Only Three Years From Breeder Put already "Run-Out" due to



12





PRODUCTIVE—EARLY—WILT RESISTANT

We have thought about discontinuing Lightning Express cotton, for it has some characteristics that we do not like. Namely, the turnout is not high enough and the bolls are smaller than we would like to have them. However, many of our good customers who have been planting the various strains of Lightning Express cotton since we first offered it over ten years ago, put up such a howl that we are again offering Lightning 8. They found this cotton to be an excellent weevil beater, extra early with bolls that harden up quickly and resist weevil puncture, and is a uniformly heavy yielder.

Staple is good, hard and uniform—averaging $1\frac{1}{8}$ " to $1\frac{3}{16}$ " staple and run from 32 to 34% lint under good conditions.

It has good wilt resistance and produces well on either medium or heavy land.

CHARACTERISTICS

PLANT—Vigorous, open type, thin foliage.
SEASON—Very early.
HULL—Very fibrous, hardens quickly.
WILT RESISTANCE—Excellent.
LINT LENGTH— $1\frac{1}{8}$ " to $1\frac{3}{16}$ ".
LINT PERCENTAGE—32 to 34%.
STORM RESISTANCE—Good.
PICKING QUALITY—Excellent.
BOLLS—Medium, 69 to 75 per pound.

PRICES: (See Price List Enclosed.)

EFFECT OF GROWING CONDITIONS ON CHARACTER OF COTTON

The length, percentage of lint and boll size of every variety of cotton will vary under varying conditions of soil fertility and rainfall. Our descriptions are based on the actual records that our cottons have produced in our tests, and our cottons will show the same characteristics elsewhere under the same conditions. If the grower and Mother Nature provide better conditions than obtained on our farms during the critical period of boll formation, they will produce longer staple. Drought or POOR CONDITIONS, however, will result in a shorter staple, reduced yields and smaller bolls—no matter what variety is planted.

We make no guarantee as to the performance of our cottons on wilt land in the light of our recent discoveries. (See article on page 15.)

1935

1936



This outstanding row may be the ancestor of a new variety for 1940.

ADVANCE NOTICES OF NEW VARIETIES NOT YET READY FOR DISTRIBUTION

1. A brand new type descended from Farm Relief. This cotton will be a delight to lovers of the old Cleveland 5. It combines all the good qualities of Cleveland 5, and adds from Farm Relief earliness, larger bolls, higher lint per cent, longer staple, greater uniformity and better character.
2. Farm Relief Strain 4. A new strain bred from Farm Relief 3; identical in type but superior to Strain 3.
3. Coker-Wilds No. 7. A very superior new strain descended from the Wilds 4 blood line. The most productive strain of Wilds cotton we have ever selected, combining with that high production a splendid staple.
4. Coker-Cleviewilt Strain 5. Longer and more productive even than Cleviewilt Strain 4. Equally as resistant to our Hartsville and Sumter wilts; more resistant to the Manning type wilt.
5. A new strain of Gold Dollar Tobacco. Superior in uniformity, texture, quality—more nearly approaching the ideal.
6. A new cold and smut resistant oat, Coker 33-47. Slightly taller and later than the Fulghum, but of the same general type. It produced 72 bushels in government test at Arlington in one of the coldest winters on record. This is a worthy successor to Coker 32-1 offered last year.

7. An oat to take the place of Fulghum. Semi-cold resistant, highly smut resistant, five days to a week earlier than Fulghum—beautiful red plump grains.

These new strains, that will probably be available in the fall of 1935, are the survivors of thousands of individual plant selections. They passed through the rigorous fires of testing and have survived on their performance record.

Extensive, scientific breeding work is being carried on with all of our cottons. Back of the strains already introduced and to be introduced in 1935 are hundreds of strains and thousands of selections in various stages of increase and testing. All of these new strains that are being continued we think are superior in some particular character or characters to the ones already introduced, and give promise of producing still better varieties and strains. Intensive pedigreed breeding is likewise being carried on with a large number of other varieties to fill some specific need or purpose.

You should come here during the growing season to see these new strains and to get an idea of what our plant breeding work can do for you.

It is adding millions of dollars each year to Southern farm profits.

SECURING A GOOD STAND



Seed of known germination and correct placement of fertilizer are best aids in producing stands like this.

DAVID R. COKER SAYS—

Showing ideal placement of seed and fertilizer.

Vital seed of a good variety is of course the first factor for the production of a crop of cotton. However, it must be remembered that cold or excessively wet weather or wind or hail or other uncontrollable conditions which nature sends, may, and often do, make it impossible to secure and maintain a good stand from the best and soundest seed.

There are other conditions which man supplies, however, which may destroy the vitality of seed before germination, or thin out or weaken the plants after they have germinated. One of these is planting too deep, but another and most common one is the planting of the seed in or too near the fertilizer. When this is done and light rains sufficient to germinate, but not sufficient to dissolve and incorporate the fertilizing salts in a large body of earth, the seed or plants are killed by the strong salts just beneath them or which are drawn to the surface by evaporation.

Experiments recently carried out by the Florence (S. C.) Experiment Station clearly prove the danger of planting the seed close to the fertilizer and indicate the necessity for either thoroughly mixing the fertilizer with a large body of the soil under the cotton, or better still, placing the fertilizer about 3" below the surface in bands on each side of the seed and about 4" away. Our customers are warned that if they plant their seed directly above a roll of fertilizer and not more than 4" above it they are very likely not to secure good stands, and may get practically no seed up unless very heavy rains occur immediately after planting and before germination. Even under the most favorable conditions the stands are apt to be affected somewhat and the vitality of the plants lessened.

New Types of COTTON WILT



Scene in one of our seven Wilt Breeding Plots.

OUR HEAD PLANT BREEDER, GEO. J. WILDS, TELLS OF HIS EXPERIENCES WITH NEW BIOLOGIC FORMS OF WILT

Most breeders of wilt cotton have within the past few years received occasional complaints from purchasers about their cotton wilting. We know of at least one instance where suit was brought. These cases have been investigated and as there was root knot or nematode damage it has been attributed to this. This was hard to understand. We have plenty of nematode present in all our wilt breeding plots and yet these cottons ususally got through almost 100% there. We decided that "no cotton would stand up under heavy infestation of both wilt and nematode."

Our eyes were opened in 1932. In 1931 we had a complaint from Manning, S. C. Clevewilt Strain 1 was wilting. We investigated. In sections of the field 95% of the plants were wilted, yet there was no evidence of nematode. We decided it must be a new biologic form of fusarium wilt. The worst wilt section of this field was marked out and in 1932 a variety test was planted. This test included all our wilt strains, Dixie and three Dixie Triumph strains. Much to our chagrin all died badly, but some plants survived. These were selected and put in plant to rows in 1933 at Sumter, where Mr. Paul Bowman had had a similar experience with another highly resistant variety (not ours). That year many of these plant progenies coming from plants selected at Manning, all in turn from highly resistant strains, died at Sumter in 1934. The best of these selections were tested both at Sumter and Hartsville and were increased on still other wilt plots. Some of these *should* stand up at all three places.

In addition, at Sumter in 1933 and 1934 we planted two or more sets of our main wilt and new strain test. These included ten Cooks, four Dixie Triumphs, Dixie, many Clevewilts and new hybrid strains. Differences in

resistance on the two plots was marked, some died in Sumter, and held up in Hartsville, others held up in Sumter and died at Hartsville.

Last year wherever reports were received of highly resistant varieties dying, the fields were visited and samples of the affected plants and soil were taken. These soil samples were mixed thoroughly and put in a greenhouse and cultures were made from all the various wilt plant collections and the soil thoroughly re-inoculated with the fungus thus grown. Then samples of a large number of wilt varieties were planted, some plants of all varieties died, but three new strains of Clevewilt showed by far the highest relative resistance. These were in test at Sumter, Hartsville and elsewhere last year, and field counts corroborate the greenhouse results. The wilt inoculated soil from the greenhouse, which included wilts from many sections of the belt has been transferred to field plats. Truck loads of soil have been brought in from Manning (a distance of 58 miles) and thoroughly mixed with this. In addition, new cultures of fusaria have been grown on steamed oats and added to this. All of our wilt strains and those of other growers will be grown in these plats this year, which should have maximum inoculation of all prevalent types. Also, we have arranged two field tests at Manning and one at Sumter. On these will likewise be planted as many wilt resistant strains as we can possibly handle. Strains that survive under these conditions should be truly wilt resistant.

We are so very anxious to breed desirable wilt resistant cottons that can safely be planted in all sections that over one hundred different crosses have been made between the numerous wilt cottons and strains to insure every possibility of such selections.

Some Recent Accomplishments of Coker's Pedigreed Seed Company Worth Many Millions of Dollars to Southern Agriculture

1. Bred and distributed "Farm Relief," high per cent $1\frac{1}{16}$ " cotton.
2. Further improved yield and uniformity of this remarkable variety.
3. Continuously improved wilt resistant cottons in yield, wilt resistance and staple.
4. Further improved the productive long stapled Wilds variety.
5. Discovered that more than one type of cotton wilt exists—bred a new productive 1" to $1\frac{1}{16}$ " staple cotton which stands up under infestation of new types of wilt—which the standard wilt resistant varieties cannot stand.
6. Bred new types of shatter resistant soybeans, valuable for both hay and grain.
7. Further improved the splendid Redhart Wheat.
8. Bred new strains of Abruzzi Rye of higher production and greater uniformity.
9. Furnished the Bright Leaf Tobacco Belt with five strains of our splendidly profitable Gold Dollar Tobacco—each better than the previous one.
10. Furnished the South with varieties of oats of great cold resistance and high yield.
11. And, at last, produced and distributed an oat that is

Smut resistant,
Cold resistant AND
Highly productive.

Besides the above, we are constantly maintaining the purity and quality of other high grade varieties of special characters and are aiding our thousands of visitors to do better and better farming by showing them and telling them of the results of the many experiments we conduct every year.

**WE SPECIALIZE IN FURNISHING PURE BRED GUERNSEYS
FOR FOUNDATION STOCK**



Our Visitors

Spring and summer of 1934 saw the biggest influx of visitors that we have ever been privileged to show through our breeding farms. Many hundreds strong they came—by car, bus, train and even by plane from 76 counties of North Carolina, South Carolina and Georgia—from 12 different states and from five foreign countries which included China, Russia and Egypt.

They came here because they could see on our farms a great deal of the very finest plant breeding work in the world.

We take great pleasure in extending to you the cordial invitation of our President, Mr. David R. Coker:

COME TO SEE US

"We suggest that our customers pay us a visit at least once a year. In May, you will see many thousands of rows of many hundreds of strains of oats, wheat and rye that illustrate our monumental work in breeding for yield, disease resistance and cold resistance. No one in the South has ever attempted seriously to compete with us in this field.

"From mid-July to mid-September our cotton breeding can be shown to advantage. You must see it to get any idea of its extent and importance.

"Our tobacco breeding work has contributed some millions of dollars to the prosperity of the Bright Belt, and our new pedigreed strains of soybeans are attracting wide and favorable attention.

"If you come here during the season (July 15 to September 15), you are apt to be introduced, through the agency of a big carving knife, to the best watermelon in the world."

—DAVID R. COKER.

1, 2, 6, 7, 8—A few groups of our thousands of annual visitors.

3, 4—Restful beauty spots after a trip through the farms—Mrs. Coker's Garden.

5—Our famous Darlington County watermelons invite you here during July and August.

COKER'S PEDIGREED ELLIS CORN

"An Excellent Corn for Poor Lands—Better for Rich"

It makes more corn on thin soils than any other variety we know of. Yields with the best on stiff soils. Is safe because it stands drouths and resists weevils. Good and hard—makes fine meal.

DESCRIPTION

PLANT.....	Low and stocky, ears set very low.
EARS.....	Usually one, sometimes two per stalk, 7" to 9" long and about 2¼" in diameter; mostly 16 and 18 rowed.
COBS.....	Generally white, few red.
GRAINS.....	A dimple dent, white or creamed colored, deep, hard, flinty.
WEEVIL RESISTANCE.....	Very good.
DROUTH RESISTANCE.....	Its dwarf habit helps it make corn in spite of drouths.
SEASON.....	130 to 150 days. Makes beautiful straight rowed ears, remarkably free from weevils and rot.

PRICES: (See Enclosed Price List.)

COKER'S PEDIGREED GARRICK CORN

"Good for Seed and Silage"

Vigorous grower, 8 to 10 feet tall under average field conditions. When well manured on fairly good soil with sufficient rainfall, it will make a growth of from 12 to 18 feet. Has produced as high as 20 tons silage per acre on our farms. Hard, flinty, white grains, white cobs, excellent for home use or milling purposes. Prolific two and three ears.

DESCRIPTION

SEASON.....	Medium to late.
COB.....	White.
GRAIN.....	White, flinty, medium deep.
PROLIFICACY.....	Two and three ears; usually two.
WEEVIL RESISTANCE.....	Very good.
STALK.....	Vigorous grower.

PRICES: (See Enclosed Price List.)

GOOD'S GOLDEN CORN

The heaviest yielding, most reliable, yellow corn we know of—offered one year from breeder.

For years we have been looking for a good, general purpose yellow corn and at last have found a variety which comes nearer filling our requirements than any we have previously been able to find or test. It was bred by J. H. Good, Cordele, Ga., from a cross of Hasting's Prolific and Cuban Flint crossed back on Whatley's Red Cob and continuously selected for more than seven years. The type is not fixed and the cob varies somewhat but it is highly productive and dependable, and can be more profitably grown than any yellow variety we know of—some of our fields this year produced from 50 to 60 bushels per acre. It has good shuck covering and is relatively free from weevils.

PRICES: (See Enclosed Price List.)

From.....

.....

.....

PUT
STAMP
HERE

COKER'S PEDIGREED SEED COMPANY

THE SOUTH'S FOREMOST SEED BREEDERS

DAVID R. COKER, President

HARTSVILLE, S. C.

W A I T !

**Have you signed order and
given your return address.**

PRICE LIST AND ORDER BLANK 1935 SEASON

Date.....

Check How Seed
Are to be Shipped

Name.....

FREIGHT ()

Address.....

R. F. D. No. or
St. Address.....

EXPRESS ()

Shipping
Point.....

Shipping
Date.....

PARCEL
POST ()

No. Bags	Variety	Price Per Bu.	Price Per 100 lb. Bag (3 1-3 bu.)	Price Per Ton (20 Bags)	Amount	
	(Sold Out) FARM RELIEF Strain 3	\$5.00	\$15.00	\$290.00		
	Farm Relief Strain 2	2.25	7.50	140.00		
	Coker-Cleviewilt Strain 4	3.00	10.00	190.00		
	Coker-Wilds Semi-Wilt	5.00	15.00	290.00		
	Coker-Wilds No. 6	3.00	10.00	190.00		
	Coker-Wilds No. 5	2.25	7.50	140.00		
	Coker-Wilds No. 4	1.80	6.00	110.00		
	Coker-Wilds No. 3	1.50	5.00	100.00		
	Lightning Express No. 8	1.80	6.00	110.00		
Quantity		Price Per Pk.	Price Per Bu.	Price Per Bu. (5 bu. lots)		
	Ellis Corn (white)	\$1.50	\$5.00	\$4.50		
	Garrick Corn (white)	1.50	5.00	4.50		
	Good's Golden Corn (yellow) (1st year from breeder)	1.25	3.50	3.00		
	Golden Portorican Potatoes	1.50	5.00	4.50		
	Mary Washington Asparagus Seed	Price Per Lb.		Price Per Lb. (4 lb. lots)		
	Re-Selected Grade	\$5.00		\$4.00		
	Selected Grade	2.50		2.00		
	TOTAL					

All Cottonseed Bagged in 100 Pound Bags.
Prices Cottonseed F. O. B. Hartsville, S. C.: Freight Equalized with Memphis, Tenn.,
or Atlanta, Ga., whichever is nearest you.

COKER'S PEDIGREED SEED COMPANY
David R. Coker, President
HARTSVILLE, SOUTH CAROLINA

COKER'S PEDIGREED SEED COMPANY



THE GUARANTEE OF QUALITY

David R. Coker, President
HARTSVILLE, S.C.

We are glad to send you this copy of our 1935 Spring Catalog that you wrote us for.

The Table of Contents shown on inside of front cover page will direct you to the pages giving special information on the varieties that you asked about.

We believe that you will find the following articles interesting and valuable:

"SECURING GOOD STANDS" by David R. Coker . . Page 14
"NEW TYPES OF COTTON WILT" by G. J. Wilds - Page 15
"NEW VARIETIES for 1935-1936 Page 13

And, let us suggest that you place your order promptly for we have already sold out of two of our popular strains of cotton and are very nearly booked up on several others.

We will appreciate an opportunity of helping you make more money on your reduced acreage - - and any of the helpful farming information that we have accumulated through the years is yours for the asking.

With sincerest best wishes for a prosperous 1935, we are

Yours very truly,

COKER'S PEDIGREED SEED COMPANY

The South's Foremost Seed Breeders

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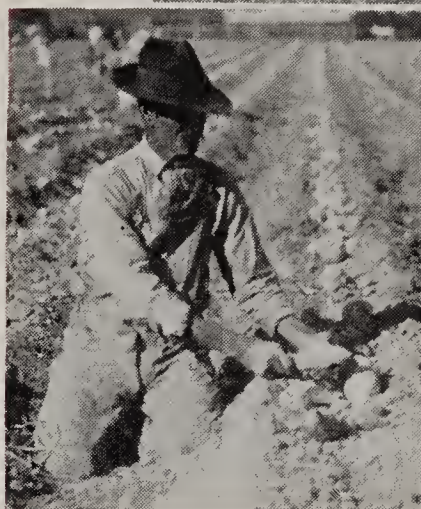
COKER'S PEDIGREED GOLDEN PORTORICAN POTATOES

The highest yielding, most uniform, best quality, prettiest Portorican.

An attractive golden skinned Portorican type potato which originated from a bud variation of the regular dark skinned Portorican variety. They are superior in our judgment to any other strain of Portorican because of their superior yielding capacity, bright, attractive color and tendency to produce a high percentage of No. 1 potatoes.

Golden Portorican's are carefully and thoroughly cured. Only the best No. 1 grade are offered for seed and are packed in strong and well made bushel crates.

PRICES: (See Enclosed Price List.)



Better than 500 bushels
per acre.

MARY WASHINGTON ASPARAGUS SEED

As the commercial originators of Mary Washington asparagus and now possessing the only original seed plot of the Mary Washington variety, we are proud to again offer our customers high quality seed of America's leading variety.

All of our seed plants are grown from the seed of first generation stock and are better each year because natural selection is killing out the weaker and less productive plants.

PRICES: (See Enclosed Price List.)

SEED CLEANERS

For the past eighteen years we have handled Clipper Seed Cleaners and Graders and have perfected models which are ideal for farm use. Coker's Improved No. 22-B is an ideal size for farm use, simple in construction, easy to use and does a good cleaning job on practically all Southern grown field seeds. We list some of these below:

Wheat, Oats, Rye, Barley, Cotton Seed, Corn, Sorghum, Millet, Crimson Clover, Burr Clover, Asparagus Seed, Onion Seed, Cain, Kaffir Corn, Milo Maize, Velvet Beans, Navy Beans, Lespedeza, Grass Seed, Alfalfa, Vetch, Rape, Soybeans.

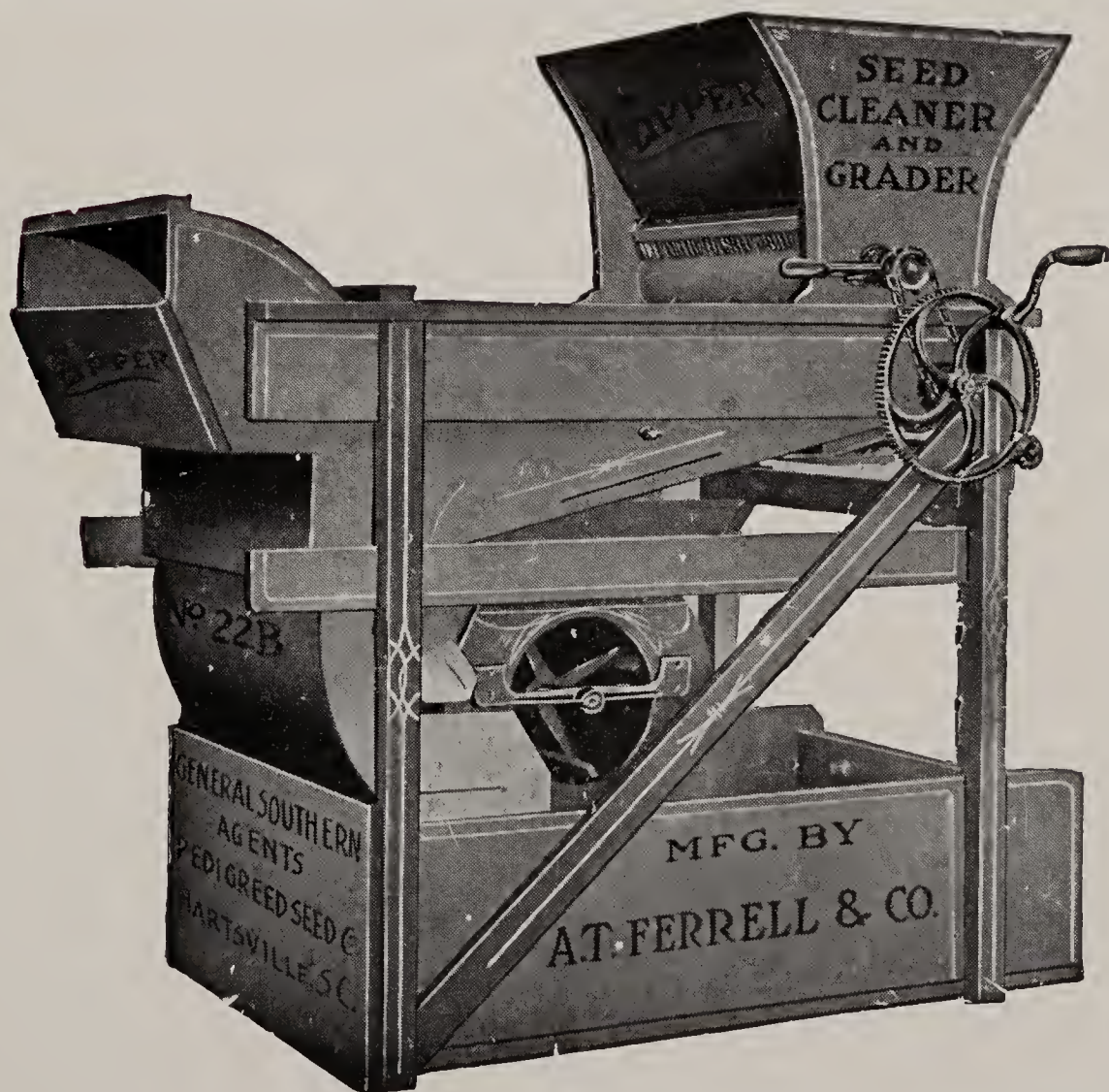
This machine is equipped with a set of twelve screens and both hand crank and power pulley, so that it may be operated either by hand or one-half H. P. motor. Shipping weight is only 275 pounds.

We can furnish larger size models if your cleaning calls for a greater capacity. Write for our special bulletin.

PRICES

No. 22-B.....\$57.00

F.O.B., Hartsville, S. C.



“BLOOD WILL TELL”

COKER'S PEDIGREED SEED



639

LBS. LINT

We are constantly improving our seed and our methods.

639

We produced **639** lbs. lint average on our* farms last year (1934)—the best yield ever made on an equal acreage in this county.

We have thus far sold 824 bales (all varieties, grades and lengths from 1" to 1 ⁵/₁₆") which have averaged us 16.61 cents per lb.

*two Hartsville



W. A. Sumner with his premium bale of Coker cotton.